



# USTDAUpdate

## Romania: 2003 Country of the Year

### A Dynamic Partnership

Congratulations to Romania, USTDA's 2003 Country of the Year. This award is based on the marked success that the agency registered in that country last year. In numerous examples across a broad range of sectors, Romanian public and private sector officials have worked with the agency to develop a creative and effective grant program. With growth and investment up across the region and European Union (EU) accession all but complete, this award is yet another indication that Romania and other countries in the region are coming of age.

In December, USTDA Director Askey traveled to Romania to present the agency's award to Romanian President Ion Iliescu. In making the presentation, Director Askey said, "This award reflects the level of success we have achieved with our Romanian partners across a broad range of sectors. Our mutual efforts have produced a significant positive impact on both

Romanian economic development and American commercial interests in Romania."

The story of Romania's economic performance in recent years is among the most interesting in Central Europe. An unstable political environment in the transition years and a recession in the late 1990s have given way to macroeconomic stability and strong economic growth.

Throughout this period, Romania has looked outward to strengthen its economic and strategic partnership with the United States. That partnership has a long and productive track record. In fiscal year 2003, Romania was the leading USTDA grant recipient in Europe for the second year running, with 19 activities

totaling \$3.1 million. This portfolio included investments in the information technology, telecommunications, electricity, petrochemicals, oil and gas, and

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*USTDA Director Askey met with Romanian President Ion Iliescu in December prior to presenting him with the agency's 2003 Country of the Year award.*

## From the Field: An Overseas Project Sponsor Perspective

USTDA assists overseas public and private sector project sponsors pursuing priority host country development objectives. The success of the USTDA program is due in large part to the dedication of these project sponsors to making effective use of the assistance USTDA provides. This issue of *USTDA Update* features an interview with Dr. Sherif Ismail, Chairman of Egyptian Petrochemicals Holding Company (Echem) in Cairo, Egypt. Echem is the recipient of recent USTDA feasibility study grants related to two greenfield projects that the company is planning.

One of the reasons that USTDA supports projects like Echem's is to bring U.S. private sector involvement to overseas development initiatives. This involvement can take the form of conducting feasibility studies, as in the case of these Echem grants; supplying technical assistance; or providing exports of U.S. goods and services during the implementation phase of the planned project. U.S. firms interested in

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*Dr. Sherif Ismail, Chairman of Echem, recently participated in a USTDA business briefing. Pictured here (left to right) is USTDA Regional Director for Africa and the Middle East Henry Steingass, USTDA Deputy Director Barbara Bradford, Dr. Ismail, and USTDA Country Manager for North Africa and the Middle East Cybill Sigler.*

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The U.S. Trade and Development Agency (USTDA) advances economic development and U.S. commercial interests in developing and middle income countries. The agency funds various forms of technical assistance, feasibility studies, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment.

USTDA's strategic use of foreign assistance funds to support sound investment policy and decision-making in host countries creates an enabling environment for trade, investment and sustainable economic development. Operating at the nexus of foreign policy and commerce, USTDA is uniquely positioned to work with U.S. firms and host countries in achieving the agency's trade and development goals. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.

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## FROM THE DIRECTOR'S DESK...

*Thelma J. Askey,  
Director*

As we begin a new year, I would like to draw attention to the many partners on whom USTDA relies for the success of its program. These include the wide variety of overseas project sponsors, U.S. firms, and other U.S. Government agencies with whom USTDA works to produce a strong commercial and developmental impact on host countries. This issue of *USTDA Update* highlights the role of overseas project sponsors in USTDA's program.

Overseas project sponsors bring a commitment to their respective development objectives that drives the effectiveness of the assistance that USTDA provides to them. The "From the Field" article in this issue features an interview with Dr. Sherif Ismail, Chairman of Egyptian Petrochemicals Holding Company, regarding his experience as a two-time USTDA grant recipient. In Egypt and around the world, project sponsors are using USTDA-funded assistance to advance developmental goals that are opening new opportunities for U.S. firms. In Romania, the strength of USTDA-supported project sponsors was a factor in the naming of that nation as the agency's 2003 Country of the Year.

USTDA relies on overseas project sponsors to identify the developmental priorities to which the agency responds. In the area of transportation security, USTDA will gather project sponsors from Africa, the Middle East and South Asia in Cairo, Egypt in February for the agency's *Secure Trade Through New Partnerships and New Technologies Conference*. The project sponsors at this event are developing plans designed to facilitate the secure and efficient movement of goods and they are looking for technologies to help them achieve that goal. I am pleased that USTDA is bringing these project sponsors together with U.S. firms that have solutions to the transportation security challenges present in today's world. I hope that this conference will benefit not just the countries in the region, but all those who conduct business in the global marketplace.

The USTDA 2003 Annual Report, which is available on our website, illustrates the agency's partnerships last year with overseas project sponsors and the role that U.S. firms play in the success of the USTDA program. This success is reflected in the growth in the total value of U.S. exports associated with USTDA activities by \$2 billion, to a total of over \$21 billion since the agency's creation.

In 2004, the priorities of overseas project sponsors will continue to guide the direction of the USTDA program across a wide range of sectors and countries around the world. The resolve of our international partners to find the best solutions to achieve their development objectives will ensure our success. USTDA remains ready to serve as a bridge to U.S. goods, services and technologies that will help them to accomplish their goals. ☸

\*Contractor working for USTDA

*Overseas continued from page 1*

participating in a particular project overseas should contact either the U.S. company conducting a feasibility study or the local project sponsor directly to inquire about available opportunities.

**Update:** *Dr. Ismail, can you tell us briefly about the Echem projects that USTDA has supported?*

**Dr. Ismail:** To date, USTDA has supported Echem in two world scale projects. The first is a linear alkyl benzene (LAB) project involving the production of 80,000 tons per annum (T/A) of LAB. We anticipate that 75% of this amount will be exported and the rest will be consumed locally. The second is a propylene and polypropylene (P&PP) project to produce 400,000 T/A of propylene and 200,000 T/A of polypropylene. Half of each of the propylene and polypropylene amounts will be exported. In both instances, our exports will target European and Middle Eastern markets not supplied by U.S. sources. USTDA provided a \$756,000 grant to fully fund the LAB study and a \$253,000 grant to fund half of the P&PP study.

**Update:** *What is the current status of these projects?*

**Dr. Ismail:** The LAB Project is in the implementation phase. A licensing contract has been signed with UOP, a U.S. firm based in Des Plaines, Illinois. The environmental procurement contract has been awarded and the project management contract will be awarded soon. The P&PP project will enter the implementation phase by the middle of February.

**Update:** *What kind of development impact will these projects have on Egypt? For example, what are your expectations in the areas of job creation and economic stimulus?*

**Dr. Ismail:** The LAB project is very important for Egypt to satisfy local demand and produce exports to generate hard currency. It will create 200 jobs, including support and administration staff. The P&PP project is also very important because it would displace 100,000 T/A of polypropylene that are coming into Egypt from European and some Asian sources and generate product for export. This project will create 250 jobs in Egypt.

**Update:** *What led Echem to request USTDA assistance related to these projects?*

**Dr. Ismail:** Petrochemical projects are capital intensive and feasibility studies are necessary for Echem and the lenders associated with our projects to proceed. These studies have to be conducted by third parties and examine different scenarios for project execution, license selection, market status, and various economic indicators. Given the number of projects Echem is planning to develop over the next five

years, the cost of these studies is a burden for a growing company like ours. Accordingly, we seek support for funding some of these studies in order to accelerate project development.

**Update:** *How did Echem select the U.S. firms that conducted the USTDA-funded studies? What did you look for when selecting these firms?*

**Dr. Ismail:** Echem selected U.S. firms to perform the studies by issuing Requests for Proposals (RFPs) on the Federal Business Opportunities website ([www.fedbizopps.gov](http://www.fedbizopps.gov)). The RFPs were open to any U.S. firm to submit a bid. Technical criteria were developed to evaluate interested companies. The firms with the highest scores were selected for each study. As Echem reviewed the bids submitted, we looked at each company's technical and project execution qualifications, similar local experience and proposed study execution strategy.

**Update:** *What was Echem's experience working with the U.S. firms that conducted the studies?*

**Dr. Ismail:** The U.S. firms that conducted the studies were professional and efficient. We were particularly impressed by the speed with which each study was conducted and the amount of technical and market information that they contained.

**Update:** *What has been the impact of the USTDA assistance on Echem's project planning?*

**Dr. Ismail:** As a result of the assistance provided by USTDA, we were able to select experienced and specialized companies to carry out the studies. The knowledge of these international firms enabled us to plan the projects efficiently and arrive at some early conclusions about important issues such as project capacity, market size and site selection.

**Update:** *What opportunities do these projects offer to U.S. firms interested in participating in them?*

**Dr. Ismail:** These projects are mostly based on technologies provided by U.S. firms, such as UOP. Furthermore, they contain sizable procurement and engineering contracts that could be awarded to U. S. firms.

**Update:** *How can a U.S. firm contact you about these projects?*

**Dr. Ismail:** U.S. firms can contact me by email at [chairman@echem-eg.com](mailto:chairman@echem-eg.com).

**Update:** Thank you for your time, Dr. Ismail.

The USTDA library maintains final reports of all USTDA activities, such as the Echem feasibility studies. Details on purchasing copies of USTDA-funded studies through the National Technical Information Services can be obtained by calling the USTDA Library at (703) 875-4357. Executive Summaries of USTDA studies are available free of charge on-line in the library section at [www.tda.gov](http://www.tda.gov). ☎

## UPCOMING EVENTS LINEUP

### SECURE TRADE THROUGH NEW PARTNERSHIPS AND NEW TECHNOLOGIES CONFERENCE

USTDA, in cooperation with the U.S. Departments of Homeland Security, Transportation and Commerce, will hold a conference on trade and transportation security in Africa, the Middle East and South Asia. The conference will provide a platform for the U.S. Government to communicate the status of trade security initiatives, identify trade and transportation security projects under development in the region, and highlight and promote technologies and procedures aimed at facilitating the secure and efficient movement of goods.

Dates: February 9-11, 2004

Location: Cairo, Egypt

Contact: Kevin Craemer or Lance Sobelman at (704) 523-2120, MFM Group, Inc.

E-mail: [ustda1@mfmgroup.com](mailto:ustda1@mfmgroup.com)

Website: [www.trademeetings.com](http://www.trademeetings.com)

### CHINA AVIATION SYSTEM DEVELOPMENT SYMPOSIUM

USTDA is sponsoring a symposium to cover airport defederalization and the development of new airports in China, aviation safety, air traffic control, and the state of general aviation and the corporate aviation market. The symposium is being organized in cooperation with various U.S. Government agencies, including the Federal Aviation Administration and Department of Commerce, and in conjunction with the American Association of Airport Executives and the International Association of Airport Executives.

Dates: April 5-7, 2004

Location: Beijing, China

Contact: Spencer Dickerson or Kate Hood at (703) 824-0500  
American Association of Airport Executives

Website: [www.airportnet.org](http://www.airportnet.org)

### ASIA REGIONAL COMMUNICATIONS INFRASTRUCTURE CONFERENCE

This event will focus on matching South Asian project sponsors in the telecommunications sector with U.S. providers of service and technology solutions. The conference will also highlight current topics in the telecommunications industry including deregulation, privatization, spectrum management and technology licensing.

Date: April 21-23, 2004

Location: New Delhi, India

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## Spotlight on the Environment

In developing countries, basic environmental services, such as clean water, wastewater treatment, and solid waste management, are vital resources for growth. Recognizing that environmental protection promotes long-term development, countries are seeking the latest goods, services and technologies to help them address a wide range of issues in this sector. USTDA is taking a comprehensive approach to this topic by helping project sponsors to determine the right method to accomplish their environmental objectives, including the appropriate technology and financing method.

Sound environmental policy starts with developing the legal and regulatory institutions required to keep up with increased trade and investment. In Latin America, several USTDA projects last year had this focus. For example, officials from the Institute for the Environment and Natural Resources in Brazil participated in an orientation visit designed to familiarize them with U.S. environmental practices related to offshore oil production. In the Dominican Republic, USTDA provided technical assistance to Unidad Corporativa Minera Corporation on environmental issues in the mining sector.

USTDA also provides technical assistance related to financing as specific projects are prepared for implementation. For example, USTDA recently awarded a grant in India to Tamil Nadu

Urban Infrastructure Financial Services, Ltd. to fund an innovative technical assistance project that will help secure sub-sovereign financing by issuing bonds through a water and sanitation pooled fund. This is one of several USTDA projects that have addressed the need for fresh approaches to financing for water supply projects.

USTDA is also responding to the priorities of developing countries seeking to establish a sustainable energy infrastructure utilizing clean energy sources. In Central and Eastern Europe, USTDA funded a number of activities in this area last year, including five grants totaling



*Following a USTDA-funded study, Lemna International signed a contract to expand and rehabilitate the drinking water system for the City of Sunyani and 16 surrounding communities in Ghana. Pictured here (left to right) at the contract signing ceremony are USTDA Chief of Staff Carl B. Kress, U.S. Secretary of Commerce Donald Evans, President and CEO of Lemna International Viet Ngo, Managing Director of Ghana Water Company J.N.A. Nunoo, and Deputy Minister of Works and Housing of Ghana Theresa Tagoe.*

\$1.2 million for renewable energy projects. In Mexico, a USTDA-funded feasibility study has led to the construction of the Monterrey Solid Waste Management Project, a 7MW biogas generated power plant that is the largest of its kind in Latin America. In Africa and the Middle East, USTDA has focused on renewable energy activities to help nations meet their power

needs. Examples include the Al-Ibrahymia and Hofa Wind Power Project in Jordan, the Biomass Generation Project in Ghana, and an East Africa Geothermal Conference. Similarly, USTDA funding related to coal bed methane development projects in India, China and Botswana promises to provide significant amounts of clean burning natural gas to those countries.

The implementation of several USTDA-funded projects last year is testimony to the success of USTDA's environmental program. For example, a USTDA-funded study assisted a private Hungarian oil company in its efforts to improve the environmental standards of its refinery on the Danube River. This project yielded a \$35 million 15-year contract award to Earth Tech of Long Beach, California, for the construction and operation of a major wastewater treatment plant. In Morocco, a New Jersey consortium was awarded a build-operate-transfer contract for the Fez Landfill following a USTDA-funded study and training grant. In Ghana, Lemna International of Minneapolis, Minnesota, recently won a contract for a water infrastructure rehabilitation and expansion project using a public-private financing structure based on a combination of grant funds and user fees. In 2001, USTDA funded a feasibility study on the project that led to this successful bid.

USTDA's comprehensive approach to environmental issues is producing results for host countries in terms of its developmental impact and for U.S. firms in terms of export opportunities. At the same time, the agency's activities support the Bush Administration's emphasis on the environment, particularly in the area of increasing the world's clean water supply. USTDA will continue to help advance these important objectives by providing overseas project sponsors with access to innovative goods, services and technologies. ☼

*Romania continued from page 1*  
transportation sectors.

Most importantly, the USTDA partnership with Romania is yielding benefits for both Romania's economic development and American exporters. In fact, the total number of successful USTDA projects in Romania doubled during the past year alone.

An example of USTDA's successful partnership with a Romanian project sponsor is a USTDA-funded pilot project to examine technologies to reduce the risks and damages of flooding. As a result of this early planning assistance, Lockheed Martin Corporation of Bethesda, Maryland has signed a \$46 million commercial contract, a first step toward implementation of this important project.

USTDA has also enjoyed success in the energy sector in Romania in terms of U.S.

company participation in priority Romanian projects. A previously funded USTDA feasibility study has led Rompetrol to award a contract to Houston-based FMC Technologies to build a new in-line blending unit at the company's Petromedia refinery. Separately, FMC was successful in using the contacts it developed through a recent USTDA energy sector orientation visit to win a contract to build a transportation and marketing terminal for Petrom's Petrobrazi refinery.

USTDA believes that Romania is an outstanding environment for the agency's special brand of commercially

oriented development assistance. The business climate in Romania, and throughout the region, is not without its challenges, but attractive trade and investment opportunities together with pending EU accession indicate that now is an excellent time for U.S. companies to focus on this market. USTDA plans to maintain a strong commitment to Romania's development and all the countries of Southeast Europe during the coming year. ☼



*USTDA Director Askey shakes hands with Romanian Prime Minister Adrian Nastase in December.*



## USTDA Advocates Transportation Security Regionally in Africa and the Middle East

The effective tracking of goods through the global transportation system is becoming a priority for both businesses and governments. Such tracking enhances efficiency, allowing suppliers and customers to monitor shipments in real time, which provides greater flexibility in responding to changing market conditions. It also significantly enhances security, since the contents of containers, ships, aircraft and other means of transportation are made more transparent. USTDA is working with project sponsors around the world to develop strategies for supply chain security and transportation logistical systems.

### USTDA Sponsors Transportation Security Conference

To promote safe and secure transportation, many port directors and trade facilitators throughout Africa, the Middle East and South Asia are

seeking better ways to ensure the security of goods departing from their countries. To assist these project sponsors in this endeavor, USTDA, in cooperation with the U.S. Departments of Homeland Security, Transportation and Commerce, will hold a regional forum on trade and transportation security February 9-11, 2004 in Cairo, Egypt.

The *Secure Trade Through New Partnerships and New Technologies Conference* will provide the U.S. private sector with a chance to highlight products and services available to the major stakeholders in Africa, the Middle East, and South Asia to secure the transportation chain. In addition, U.S. Government officials will discuss current initiatives that are designed to increase the security of global trade.

For more information, visit the conference website at [www.trademeetings.com](http://www.trademeetings.com).

## Bringing Transportation Security into the AGOA Framework

As part of its ongoing effort to promote transportation security in the region, USTDA sponsored a workshop on *Bringing Transportation Security into the African Growth and Opportunity Act (AGOA) Framework* at the AGOA Forum in December 2003. Co-chaired by USTDA Deputy Director Barbara Bradford and the Honorable Jesaya Nyamu, Minister of Trade and Industry of Namibia, the workshop served as an introduction to the growing importance of transportation security to global trade, specifically between Africa and the United States.

Workshop panelists included representatives from the Departments of Homeland Security and Transportation and the Export-Import Bank of the United States, as well as the Honorable Jose Brito, Ambassador of the Republic of Cape Verde to the United States. The U.S. Government officials described the specific programs that their agencies are undertaking to promote transportation security in sub-Saharan Africa. Ambassador Brito outlined the importance of Cape Verde's efforts to implement transportation security measures to the country's economic and infrastructure goals.

Overall, the workshop served to raise awareness of transportation security as a priority issue within the AGOA framework. ☛

## USTDA Promotes Development Across Eurasia

USTDA maintains a broad-based program across countries and sectors throughout Eurasia. This regional program targets both special foreign policy development priorities, such as Afghanistan, as well as commercial development in Russia and the Central Asian states.

A recent highlight in the Eurasia region was the visit by USTDA Director Askey to Afghanistan. During the visit, she announced an Industrial Capacity and Market Development Initiative for Afghanistan, which will help develop local manufacturing, assembly and services capacity, and will support the country's efforts to improve its physical infrastructure and human resource base. The result will be a joint Afghan-U.S. public and private sector effort to expand trade and further solidify the underpinnings of the Afghan economic base. Shortly before Director Askey's visit, USTDA awarded a grant to develop a strategic business plan for Ariana Afghan Airlines, the state-owned carrier.

In addition to its Afghanistan program, USTDA continued to be active in other Eurasian countries. In Russia, for example, USTDA recently awarded two grants, including one to ZAO MS-Spetstelecom for a study on an enhanced specialized radio telecommunications system based on the

Terrestrial Trunked Radio standard. A separate grant to Scientific Production Amalgamation Karboterm will fund a study on the production of pultruded fiberglass products. Working through the European Bank for Reconstruction and Development (EBRD), USTDA is assisting with the drafting of new Russian ports legislation and with Russia's adherence to the Capetown Convention, which governs security interests in moveable objects, including passenger aircraft.

Central Asia is another focus of USTDA in Eurasia. In Uzbekistan, USTDA provided a grant to the Ministry of Agriculture and Water Resources for the development of a national water management, irrigation and land reclamation implementation plan. In Kyrgyzstan, the agency awarded a grant for technical assistance related to the development of small to medium-sized gold deposits. In the Caucasus, USTDA provided a technical assistance grant through the EBRD to fund a restructuring plan for SOCAR, Azerbaijan's state-owned oil company.

The aviation sector in Eurasia continues to attract attention, and USTDA provided two separate grants related to regional communica-



USTDA Director Askey (third from left) and U.S. Treasury Secretary John Snow (second from left) attended the opening of the Central Bank of Afghanistan in Kabul. Dr. Anwar-ul-Haq Ahady, Governor of the Central Bank of Afghanistan, is pictured on the far right.

tion, navigation, surveillance/air traffic management (CNS/ATM) modernization projects. The first grant involves Moldova, Ukraine, Armenia, Azerbaijan, and Georgia, and is being coordinated by Uksatse, the Ukrainian air traffic control agency. The second grant brings together Kazakhstan, Uzbekistan, Tajikistan, Turkmenistan and Kyrgyzstan, and is being coordinated by Kazaeronavigatsia, Kazakhstan's air traffic control agency.

USTDA will continue to support a dynamic program in Eurasia designed to meet the developmental challenges of the region and to facilitate commercial opportunities for U.S. firms. ☛

## USTDA Supports Conferences in Key Emerging Sectors in Asia

USTDA is planning two conferences in the aviation and telecommunications sectors in Asia that will take place in April 2004. These events will provide excellent opportunities for U.S. firms to conduct one-on-one meetings with key international procurement officials and decision makers. The goal of both conferences is to familiarize project sponsors with U.S. goods, services and technologies while building business relationships. Attendees will also receive resource guides that contain financial, technical, and contact details for the showcased projects.

### CHINA AVIATION SYSTEM DEVELOPMENT SYMPOSIUM: BEIJING, CHINA

**April 5-7, 2004**

The first event, a *China Aviation System Development Symposium*, will cover airport defederalization and the development of new airports in China, aviation safety, air traffic control, and the state of general aviation and the corporate aviation market. It responds to the predicted growth in China's aviation sector resulting from preparations for the 2008 Olympics and the nation's increasingly high profile in international trade and tourism. To meet increased demand, China is expected to construct or upgrade 40 airports over the next

five years and purchase over 1,500 passenger aircraft over the next two decades. The USTDA symposium is designed to help position U.S. firms to participate in procurement opportunities related to this anticipated growth.

The symposium is being organized in cooperation with various U.S. Government agencies, including the Federal Aviation Administration and Department of Commerce, and in conjunction with the American Association of Airport Executives and the International Association of Airport Executives. For more information, contact Spencer Dickerson or Kate Hood at (703) 824-0500 or visit [www.airportnet.org](http://www.airportnet.org).

### SOUTH ASIA COMMUNICATIONS INFRASTRUCTURE CONFERENCE: NEW DELHI, INDIA

**April 21-23, 2004**

The second event is a *South Asia Communications Infrastructure Conference* that will highlight issues and opportunities in the communications infrastructure sector in Afghanistan, Bangladesh, India, Nepal, Pakistan and Sri Lanka. The key themes that will be discussed during the conference include managing competition, opportunities for technology convergence, private investment and project finance.

The South Asian region has an impressive average annual economic growth rate of 5.3 percent, but continues to lag behind in telecommunications infrastructure development. Each of the countries covered by the conference is seeking to liberalize its communications markets through deregulation, while also developing better fixed-line services, Internet access, international bandwidth, and mobile phone density.

The conference is being organized with support from the U.S. Departments of Commerce and State and the Federal Communications Commission, as well as the Federation of Indian Chambers of Commerce and Industry, the U.S.-India Business Council and the U.S.-Pakistan Business Council. For further information, contact Dan Lamey or Lance Sobelman at (305) 667-4705 or (866) 636-4729, or visit [www.trademeetings.com](http://www.trademeetings.com).

### Plan to Attend

A USTDA conference can save participants time and money by gathering key decision makers together in one place. Don't miss these exceptional opportunities to forge business relationships with senior procurement officials from the region. Register today! ☎

## USTDA Develops Its Strategy for Latin America and the Caribbean in 2004

USTDA anticipates a vibrant program in Latin America and the Caribbean in 2004 as countries in the region seek improved and expanded capabilities across a broad range of sectors. The projects associated with these goals present strong commercial opportunities for U.S. firms interested in participating in their development and implementation.

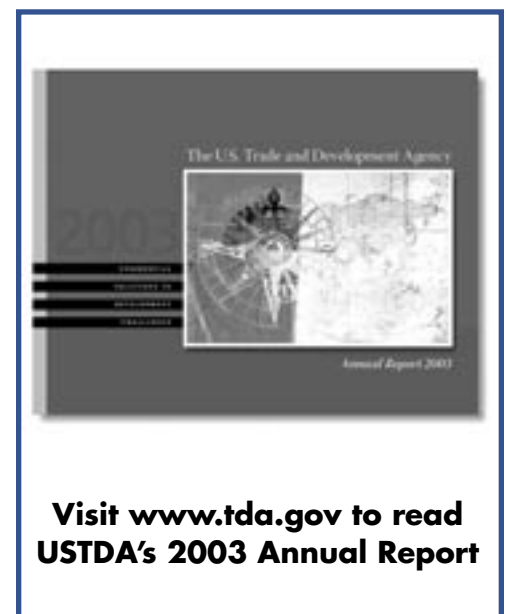
Many USTDA activities in Latin America and the Caribbean are helping to increase the region's trade capacity. This year, USTDA will continue to support trade capacity-building activities related to the U.S.-Central American Free Trade Agreement (CAFTA) in the areas of information technology and telecommunications, port modernization and security, and energy policy development. In addition, USTDA is supporting a regional geographic information systems land transportation project, as part of the Plan Puebla-Panama initiative, sponsored jointly by the Inter-American Development Bank and Inter-American Investment Corporation.

As the U.S.-Chile Free Trade Agreement enters into force this year, USTDA assistance has been requested in the environmental sector. This is an important sector in the region and

USTDA has earned a reputation for identifying and funding sound environmental projects that will have a strong developmental impact. USTDA also stands ready to provide assistance related to the other free trade agreements that the United States is pursuing in the region. These agreements include the accession of the Dominican Republic and Costa Rica to the CAFTA, and separate free trade agreements with Panama and the Andean Block countries (Bolivia, Colombia, Ecuador and Peru).

USTDA also anticipates providing substantial support in 2004 for a number of transportation projects in Latin America and the Caribbean. In particular, airports, seaports and inter-modal ports are attracting the attention of national governments in the region as the need to modernize infrastructure and implement security standards for global trade take on added importance. These efforts include the use of new technology to track cargo movement utilizing global navigation satellite system technology. American firms are leaders in this area and USTDA has focused on providing targeted assistance to support U.S. commercial involvement in this sector.

In 2004, USTDA will continue to identify and support projects in Latin America and the Caribbean that offer a strong developmental impact for host countries and significant commercial opportunities for U.S. firms. ☎





## USTDA Plans Eight Definitional Missions in Central and Eastern Europe

It is Definitional Mission (DM) season for USTDA in Central and Eastern Europe as the agency prepares to deploy eight DMs during the first quarter of 2004. These DMs will span a number of countries and sectors in the region. When complete, they will provide the agency with recommendations on a wide range of funding proposals for 2004.

DMs are a central component of USTDA's due diligence process and are used by the agency to evaluate funding requests from host country project sponsors. The U.S. contractor selected by USTDA to conduct

a particular DM travels to the region to meet with project sponsors, government officials, potential financiers, the U.S. Embassy and other relevant parties to evaluate proposals and determine if they meet USTDA criteria for support. If any or all do, the contractor then prepares terms of reference and a budget for each specific activity and presents final recommendations to USTDA for action.

USTDA reserves DM contracts exclusively for small U.S. companies. Similarly, Desk Study (DS) contracts, which also review funding proposals but do not require travel outside the country, are only available to small U.S. firms. USTDA relies on the input it receives from DM and DS contractors in making decisions about the pro-

posals that the agency receives. As a result, small companies play a vital role in USTDA project prioritization. In fact, more than one-third of USTDA outlays, including both program and administrative activities, over the past five years have gone to small businesses.

In Central and Eastern Europe, USTDA is evaluating a large number of proposals received at the end of 2003. For example, in an agribusiness mission to Serbia, USTDA will explore a sector in which the agency has made relatively few investments in the region and none to date in Serbia. A separate DM will focus the status of past USTDA activities in North Central Europe in the area of waste-to-energy and renewable energy. While the consultant will

evaluate some new proposals in this sub-region, the emphasis of the DM will be on strategies to move forward to implementation projects that the agency has supported in the past.

Environmental projects will also be the subject of a DM to Croatia this spring, where the USTDA consultant will explore ways to assist that country's government with its environmental priorities. A separate DM to Bulgaria and Romania will examine environmental project proposals that USTDA has received in those countries.

Other priority sectors for USTDA will be the subject of the remaining DMs in Central and Eastern Europe this spring. In the telecommunications and information technology sector, USTDA is funding missions to Bosnia & Herzegovina, Poland and Hungary. A DM to Bulgaria and Romania will examine projects in the mining sector. Finally, a DM to Bosnia & Herzegovina will explore requests for assistance in the areas of air traffic management, airport development and aviation security.

The results of the DMs will largely shape USTDA activity in the Central and Eastern Europe this year. Information on the status of these missions can be found in the biweekly *USTDA Pipeline*. Details on how U.S. firms can bid on USTDA DM and DS contracting opportunities can be found on the agency's website at [www.tda.gov](http://www.tda.gov).

### New DMs to Europe

- Serbia & Montenegro Agribusiness
- Poland/Hungary/Czech Republic/Slovakia Renewable Energy
- Croatia Environmental
- Bulgaria/Romania Environmental
- Bosnia & Herzegovina Telecommunications
- Poland/Hungary Information Technology and Telecommunications
- Bulgaria/Romania Mining
- Bosnia & Herzegovina Aviation

## Staff News

USTDA is pleased to welcome Forestine Winters, Keith Eischeid, Peter Dalrymple, Bryce Ternet, and Megan Webster as new employees at the agency.

Forestine Winters has joined USTDA as a Contracts Specialist. She holds a master's degree in contract and acquisition management from Florida Institute of Technology.

Keith Eischeid is a Presidential Management Fellow at USTDA serving as a Country Manager in the Latin America and the Caribbean region. Keith recently earned a master's degree in international relations from The Fletcher School of Law and Diplomacy at Tufts University. From 1997 to 2001, he worked in the agricultural section of the Embassy of Chile in the United States.

USTDA's second new Country Manager is Peter Dalrymple, who is working in the Central and Eastern Europe region. Previously, he

was a Senior Associate at Ruder Finn in New York City. A native of Salt Lake City, Utah, he is a graduate of Bates College and studied sub-Saharan African Political Economy at the University of Natal in Durban, South Africa.

Bryce Ternet was recently named a Country Manager in the Africa and the Middle East region. He studied political science and French at the University of Montana, where he earned a bachelor's degree, and spent a year studying in France.

Megan Webster is serving as an Administrative Assistant at USTDA supporting the Asia, Central and Eastern Europe and Latin America and the Caribbean regions. She is a graduate

of the University of Wisconsin with a degree in International Relations and Spanish.

Another change at USTDA is the move by Country Manager Tom Hardy from the Africa and the Middle East region to the Asia region. Tom's new portfolio consists of USTDA's China program.



*Forestine Winters is a new Contract Specialist at USTDA.*



*USTDA welcomes (left to right) Megan Webster, Peter Dalrymple, Bryce Ternet, and Keith Eischeid.*

USTDA bids a fond farewell to four staffers: Assistant Director for Management Larry Bevan, Country Manager Mark Dunn, Financial Management Analyst Mary Albright, and Congressional and Public Affairs Assistant Erol Yesin. USTDA was fortunate to benefit from each of their talents and wishes them well in their future endeavors.

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## USTDA-Funded STAR-BEST Project Featured at APEC Meeting



*U.S. Secretary of State Colin Powell participated in a demonstration of the STAR-BEST project at the APEC CEO Summit meeting in Bangkok, Thailand in October 2003. Earlier in the year, USTDA awarded a grant to the Ministry of Foreign Affairs of Thailand to fund cost-benefit analysis related to the STAR-BEST Project.*

The Asia-Pacific Economic Cooperation (APEC) forum serves as a platform for member economies to discuss issues of common interest and priority and USTDA has a proven track record of support for APEC-related activities. The APEC meeting in Bangkok last fall showcased USTDA's support in the region, particularly in the area of transportation security.

At the APEC CEO Summit, USTDA Director Thelma J. Askey and U.S. Secretary of State Colin L. Powell introduced the Secure Trade in the APEC Region (STAR) Initiative's Bangkok/Laem Chabang Efficient and Secure Trade (BEST) Project, known as STAR-BEST. In August 2003, USTDA awarded a \$500,000 grant to the Ministry of Foreign Affairs of the Government of the Kingdom of Thailand to support the project. STAR-BEST promotes a framework for implementing an efficient and secure trade system by demonstrating an end-to-end supply chain security system between the ports of Laem Chabang, Thailand and Seattle, Washington.

USTDA also played a substantial role at the APEC meeting in support of

the establishment of a Regional Trade and Financial Security Initiative associated with the Asian Development Bank (ADB). The objectives of this initiative include enhancing port security (including airports, cargo ports, and containers) and combating money laundering and terrorist financing. Director Askey pledged USTDA financial and program support for this initiative to assist the ADB's security-related capacity building efforts in the APEC region.

Director Askey also pledged USTDA-funded technical assistance to advance the upcoming free trade negotiations with Thailand that President Bush announced during the APEC meeting. USTDA is now coordinating with the Office of the U.S. Trade Representative to address Thailand's trade capacity building priorities that will support the free trade negotiations and agreement.

Since its creation 15 years ago, APEC has served as an effective forum for member economies to address common priorities. USTDA is committed to supporting APEC in the future by building on its solid foundation of APEC-related activities. ☸